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This issue...

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From the Editor's Desk...

"When you can't control what's happening, challenge yourself to control how you respond to what's happening. That's where your power is."

-Anonymous

At a time when we have spent the major part of 2020 either confined to our homes or workplaces if open; ventured out for only essential things; when memories of carefree vacations and entertaining outings have become reminiscences from the distant past; the only thing which gives us hope, is that year 2021 will be different with the corona vaccine around the corner.

It is some pleasant happenings from around the world which keep our faith going and bring smiles to our faces. People have been working to improve the living conditions on earth by conserving resources and helping others. Mapping of migrants is being done for the first time, emphasizing the need to skill them and increase their chances of finding work nearer home. Several of these migrant workers, who lost their jobs during the lockdown, have turned to online training courses, to acquire new skills, as they seek to re-enter the labour market, or start a business. The Indian govt. is also revamping its Skill India Programme, to broaden the employment options of 400 million people by 2022.

The World Food Programme won the 2020 Nobel Peace Prize, highlighting the imperative need to take care of basics like hunger. During 2019, it had

helped close to 100 million people in 88 countries, people who were victims of acute food insecurity and hunger.

Tamilnadu's health department won the national award for organ donation for the sixth consecutive year, and raised voice for reserving govt. jobs for families of organ donors.

The Delhi govt. has set up rooftop solar panels in 150 school buildings under a central govt. scheme, resulting in potential savings of Rs 433 crores for the institutions struggling with high maintenance costs. The tiger population at Assam's Manas National Park and Tiger Reserve has increased three-fold in the last 10 years from 10 to 30 for which the park has bagged an international award for conservation excellence. This achievement has been possible due to coherent team work and smart patrolling through monitoring software M-STripES. Indore, the cleanest city in India for four successive years, has found a solution to monetize green projects - a bio-methanation plant, a compost plant and 1.5 MW solar plant, under the Verified Carbon Standard (VCS) programme of the United Nations Framework Convention on Climate Change (UNFCCC). By selling carbon credits earned for the projects, it has earned Rs 50 lakhs, leading the way for replicating the same in other smart cities in the future.

We wish you a Happy and Vibrant 2021 and look forward to a grand year ahead.



HOSPITALITY INDUSTRY DURING COVID TIMES

The Tourism industry has been one of the largest contributors to India's GDP in recent years, increasing from a share of 6.7% in 2017 to 9.2% in 2018. The Government of India (GOI) over the past few years has taken various encouraging measures and has focused on making India a global tourist destination by promoting schemes like 'Incredible India', 'Atithi Devo Bhava', 'Swadesh Darshan', etc. The World Travel and Tourism Council (WTTC) has reported that tourism generated 39,821 million jobs in India, which is 8.0% of total employment in the year 2019.

The Covid-19 pandemic has severely impacted the tourism industry across the globe covering hotels, tour operators, travel agents, air, land and sea transportation industry and others. As per WTCC, the Covid-19 pandemic is expected to cost the tourism industry at least USD 22 billion resulting in a loss of 50 million jobs globally. India is no exception, as tourism has witnessed a significant decline during 2020. Several hotels had to cut pay for senior management, board members and all employees as part of a restructuring.

GOI has a crucial role to play in revival and growth of the tourism industry. GOI needs to take immediate relief measures under the Goods and Services Tax (GST) to minimize the impact of COVID-19 on tourism industry. There are different rates of GST for hotel accommodation starting from 0% to 18% depending upon room tariffs. GST on room tariffs above INR 7,500 is 18%, GST on room tariffs between INR 1,000 and INR 7,500 is 12% and room tariffs below INR 1,000 do not attract GST. GOI should consider reduction in GST rate on room tariff between INR 1000 - INR 7500 from the current 12% -18% to 5% immediately, for at least 12 months. Additional benefits such as exemption from payment of tax under reverse charge mechanism (RCM) would also help tourism industry to reduce additional burden of tax under GST.

In these unprecedented times amid COVID-19, while most of the companies were planning to lay off several employees to control operating costs, it is heartening to know that several hotel groups had embarked upon initiatives to ensure

the safety and wellbeing of their employees and retain their prized trained manpower --- salaries of the hotel group employees were processed well before time, by 23rd of every month, to ensure that there were no delays owing to the lockdown and employees could cater to their needs in these unpredictable times. In some hotel chains, with an objective of proactively enquiring about the well-being of their employees as well as to uphold the intent of 'Personal Connect', HR Managers personally called a minimum of 10 employees daily to enquire about their and their family members' health and safety.

In the last few months, the world around us has changed rapidly and hotels have had to adapt and become more thoughtful in the way they do things. In the new "now", brands are creating meaningful offers which may resonate with the guests and may pave the way to recovery. Undoubtedly, travel preferences and consumption patterns have changed. But there is no doubt that as soon as the coronavirus crisis ends, the hospitality industry will return to an altered landscape, with more love and inclination. While the wedding season continues to show an uptick in terms of increased demand for new venues and hospitality options, the futuristic prospects of domestic travel need a greater push. With everyone awaiting the return of normal times, a strong recovery after Covid-19 is just like a hanging fruit waiting to ripen.

The recovery could be very strong, particularly at the domestic level. The Indian market is highly influenced by domestic affairs and that is crucial for the industry in this financial year. The central and state governments of India are also planning to promote state tourism, since domestic travel will see a surge prior to international travel.

Industry leaders anticipate that when the storm passes, the hospitality domain will see a sprint of transformation, creativity and new lasting changes in consumer behavior. Hence, the hospitality industry should take steps in the direction of creating safe vacation spaces for different types of guests.

SUMIT KUMAR JENA
PGDM 2020-22



Mr. Himanshu Singh
Manager - Credit (Scale II), Karur Vysya Bank
IMIS Alumnus - PGDM-FC (2011-13)

1) TELL US ABOUT YOURSELF

Currently, I am working as a Manager-Credit (Scale II) at Karur Vysya Bank, posted at Central Office, Karur, Tamilnadu. Prior to this, my experience includes working in Tamilnad Mercantile Bank Ltd. I completed PGDM (Finance and Control) from IMIS in May 2013. In addition to this, I completed other certificate courses which include CAIIB, Certified Credit Professional, JAIIB, Certificate in MSME, and Certificate in Risk Management from IIBF, Mumbai. I love to travel and listen to songs. During the course of my studies at IMIS, I resolved that I would be working in a specialized credit role in the banking sector in one of the esteemed banks.

2) ABOUT YOUR SPOUSE (IF ANY) AND OTHER FAMILY MEMBERS

My spouse is a home maker. She is a good cook and always likes to be creative in household and all other activities.

3) SOME OF YOUR BEST ACHIEVEMENTS IN THE YEARS AFTER YOU PASSED OUT FROM IMIS

Management of Tamilnad Mercantile Bank Ltd. gave me the opportunity of heading a metro branch in Karol Bagh, Delhi for a short tenure. During my tenure as the branch head, I had received appreciation letter from our DGM-Operations in Tamilnad Mercantile Bank for achieving the CASA targets for FY18. Also, under my leadership, all the team members got mission 1 crore business per staff certificate from our MD & CEO and incentives for business performance of FY18. All these accomplishments during a short period was on account of overall team work and co-ordination since the date of my taking charge i.e. 20.02.2018.

4) YOUR VIEWS ON CAREER GROWTH IN YOUR PARTICULAR SECTOR

Some of the specialized roles like Credit, Forex, IT, Treasury, etc. are reputed roles in the banking

sector, are always in great demand and offer a better and faster scope for career progress. These roles require basic subject knowledge which can be acquired through certificate exams, participation in practical training, reading about Indian Economy from newspapers/magazines/news app, etc. If all these conditions are met, and one takes interest, then surely one becomes successful.

5) YOUR COMPANY'S RECRUITMENT PROCESS AND YOUR REMARKS ON IT

Vacancies are published in the Career Section of the bank's website. For fresh candidates, online competitive examination is conducted at All India Level, which is followed by a personal interview. Lateral recruitment for specialized posts like Credit, CA, etc. consists of short listing of candidates by a committee based on the selection parameters, followed by a personal interview. Campus recruitment is also conducted.

6) YOUR SUGGESTIONS FOR JUNIORS

At least be 100% attentive in the classes pertaining to the sector which you have interest in and would like to join in the future. One must have basic knowledge of the subjects, and ensure first division in the ongoing courses. Please note that it is now the era of smart work, so one should put his/her effort to utmost satisfaction and success will definitely come one day. Never be adamant and always look at things in a practical manner. Daily update of news of the Indian Economy is a must.

7) FOR YOUR ALMA MATER

I am proud to be associated with this esteemed B-School in Eastern India. The faculty members are very helpful, skilled and knowledgeable. I express my sincere gratitude to the Teaching and Non-Teaching Staff of IMIS, Bhubaneswar. Best Wishes!!

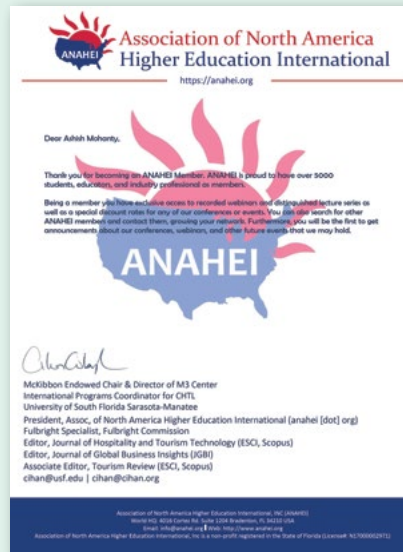


Dr. Ashish Mohanty
Associate Professor
(Business Communication
& Soft Skills)



Miscellaneous:

- Editorial Board Member - International Journal of Advanced Scientific Research, Online and Print Peer Reviewed Journal, ISSN: 2456-0421, Impact Factor: RJIF 5.32
- Editorial Board Member – The International Journal of Social Sciences and Humanities Invention, Open Access Peer Reviewed Journal, ISSN: 2349- 2031
- Editorial Board Member – International Journal of Research in Social Science and Humanities, Print and Online Peer Reviewed Journal, Print ISSN: 2249-4642, Online ISSN: 2454-4671
- Life Time Membership Certificate - CEGR



Prof. (Dr.) Usha Kamilla
Professor
Economics

Attended Workshop:

- Participated and successfully completed the online workshop on Universal Human Value on the theme “Inculcating Universal Human Values in Technical Education” during 21-25 September 2020 as organized by AICTE.



Prof. (Dr.) Ananya Roy Pratihar
Assistant Professor
BC & SSD

Ph.D Awarded:

- Awarded Ph.D. in English from Utkal University, Bhubaneswar on 5th November 2020. Her thesis was titled as “Emerging Themes and Narrative Strategies in Indian Popular English Fiction: A Study through Selected Novels”.



Prof. Sujit Ku. Baboo
Associate Professor
Systems

Attended MDP/FDP :

- Attended the online Faculty Development Programme on “Data Sciences” from 14.12.2020 to 18.12.2020 at Central University of Kerala conducted by AICTE Training and Learning (ATAL) Academy.
- Attended the online Faculty Development Programme on “Quantum Computing” from 23.11.2020 to 27.11.2020 at Malaviya National Institute of Technology, Jaipur conducted by AICTE Training and Learning (ATAL) Academy.
- Attended Online Training Program on Python course organized by Department of Electronics and Communication Engineering and Computer Science and Engineering, Malaviya National Institute of Technology, Jaipur during 20th -24th December 2020.



Prof. Babuli Sahu
Associate Professor
Systems

Paper Presentation & Publication:

- The paper “Complexity and Energy Saving in Cloud Load Balancing Algorithms: A Study” published in ‘COMPUSOFT’, International Journal of Advanced Computer Technology, November-2020 (Volume-IX, Issue-IX) ISSN : 2320-0790. The Journal is indexed in ProQuest, Google Scholar, Sherpa Romeo, DRJI.

Attended MDP/FDP:

- Attended the online Faculty Development Programme on “Cloud Technology” from 9.11.2020 to 13.11.2020 at Infibnet Centre conducted by AICTE Training and Learning (ATAL) Academy.



Prof. (Dr.) R.N. Patnaik
Professor
Marketing

Miscellaneous:

- Editorial Board Member - International Journal of Business and Economics Research (IJBER).



Prof. Supratim Pratihar
Asst. Professor (Marketing)

Attended MDP/FDP :

- Participated in the AICTE-QIP Certificate Program for Online course on “Education for Sustainable Development Implication for Pedagogy and Teacher Education” organized by the Centre for Educational Technology, IIT Kharagpur from Nov. 02-08, 2020.
- Participated in the AICTE Training and Learning (ATAL) Academy Online FDP on “Rural Entrepreneurship” from 2020-11-23 to 2020-11-27 at Mahatma Gandhi University.
- Participated in the AICTE-QIP Certificate Program for Online course on “Consumer Behavior: Role of Market Research” organized by VGSO, IIT Kharagpur from Nov. 23 - 27, 2020.
- Participated in the AICTE-QIP Certificate Program for Online course on “Application of Forecasting Methods in Engineering and Business Problems” organized by Department of Industrial and Systems Engineering, IIT Kharagpur from Dec. 7 - 11, 2020.



New faculty member in IMIS, Bhubaneswar

Prof. Kunal Patnaik
Asst. Professor, Marketing
& In-charge, Training & Placements

Dear Reader,

Please enrich **IMIS Newslines** with your constructive suggestions to **Prof. Rakhi Dutta**, Editor (Asst. Professor)
E-mail: rakhi@imis.ac.in

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